GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

General Administration (I&PR) Department – Advt. - Centralized policy of advertisements - Release of Advertisements and other Publicity requirements of various media through Medium of I&PR Dept – Certain guidelines – issued.

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GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.Ms. No.124 Dated:14 .09.2017.

Read the following:

1) G.O.Ms.No.37, GA (I&PR.I) Department, dated: 22.1.1994.
2) Memo No. 266/I&PR/A1/2015-1, dated: 3.2.2015 of CS to Govt.
3) The Commissioner, I&PR Department, Vijayawada Office
Letter No.005724/Advt.I/2016, dated: 17-7-2017.

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ORDER:

In the reference 1st read above, Government have centralized the policy of advertisements with I&PR Department by issuing clear instructions that all government Departments, Corporations, undertakings, societies etc should release their advertisements through I&PR Department only. In the reference 2nd read above , Government have issued an advisory to all Departments to follow the centralized policy.

2) In the reference 3rd read above, the Commissioner, I&PR Department, Vijayawada has requested the Government to arrange for issue of necessary advisory through Chief Secretary to Government to all the Heads of Departments / Corporations/ Public Sector undertakings etc to release advertisements of Print (Classified, Land acquisition, Display) Electronic, Outdoor and other traditional media through Information and Public Relations Department only duly sending their advertisement material / classified / Land acquisition notifications to the Information and Public Relations Department legibly without mentioning the names of newspapers / advertising agencies.

3) After careful examination of the matter, Government hereby issued the following guidelines to all Heads of Departments / Corporations/ Public Sector undertakings etc to release advertisements of Print (Classified, Land acquisition, Display) Electronic, Outdoor and other traditional media through Information & Public Relations Department only duly sending their advertisement material / classified / Land acquisition notifications to I&PR Department legibly without mentioning the names of newspapers / advertising agencies, as follows:

- The advertisement request with approved copy of artwork should be sent at least two days in advance to get the advertisement published.

- One nodal officer from client department shall be nominated to liaise with I&PR Dept till the release of advertisement to newspapers.

- The approved artwork shall be forwarded from client department but not from advertising agency or any third party.

- If the artwork is submitted late hours, I&PR department will not take responsibility to release the advertisement since no sufficient time is available to examine the creative-works and suggest any changes.

4) The following guidelines for space management of the advertisements, as follows:

- Text matter in small letters (readable font).
- Title in small letters.
- Different tables being dispensed with.
- Designation of the officer in one line only. As far as possible, the name of the officer is avoided as the notifications are issued on behalf of the Government.
- Sometimes, tenders may have to be invited for different works by the same Department at the same time, or at short intervals of one or two days. In such cases, as far as possible, composite advertisements shall be issued to avoid unnecessary expenditure on advertisement.
- the right to change or amend the size and content of any advertisement received from any department shall vest with the I&PR Dept.
- The advertisement request with approved copy of artwork should be sent at least two days in advance to get the advertisement published.

5) The Finance Department is requested to advise PAO / DTOs not to honour the advertisement bills submitted directly by the departments without routing through I&PR Department.

6) All the Heads of Departments / Corporations/ Public Sector undertakings etc shall follow the above guidelines, scrupulously.

7) This orders is issued with the concurrence of the Finance (FMU-GAD-II) Department vide their U.O. No.37027/177/ FMU-GAD-II/2017, dated.12.09.2017.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

DINESH KUMAR
CHIEF SECRETARY TO GOVERNMENT

To
The Commissioner, I&PR, Vijayawada.
All the Heads of Departments.

All the Corporations.
All the Public Sector Units.
All the Departments of Secretariat.
Copy to:
The PS to Spl. Chief Secretary to Chief Minister.
The PS to Minister for I&PR.
The PS to Chief Secretary.
The PS to EO Secretary to Government.
The PS to Spl. Secretary to Government, Finance Department.
SC/SF

//FORWARDED::BY ORDER//

SECTION OFFICER